

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Cancelled).

Claim 2 (Currently Amended): The method of claim [[1]] 15, wherein said editing defining is performed at a single location that is remote from [[the]] a location of the broadcast ~~customers~~ customer.

Claim 3 (Currently Amended): The method of claim 2, wherein said editing defining further comprises integrating includes integration of the selected desired subset of stored information with suitable graphics images associated with the broadcast customer.

Claim 4 (Currently Amended): The method of claim [[1]] 15, wherein said merchandising merchandised information comprises sports data and weather information.

Claim 5 (Currently Amended): The method of claim 4, wherein said selected merchandising information includes scores and schedules of contests within the customer's a marketing area of the broadcast customer.

Claim 6 (Currently Amended): The method of claim 4, wherein said selected merchandising information includes weather data from sites within the customer's a marketing area of the broadcast customer.

Claim 7 (Currently Amended): The method of claim 4, wherein said editing defining further comprises associating includes integration of weather and sports information in the

desired subset of stored information with to provide a game-time forecast of weather conditions at a specific game site location.

Claim 8 (Currently Amended): The method of claim [[1]] 15, wherein said editing defining is performed at a location that is remote from [[the]] a location of the broadcast customers customer, and includes a selection selecting a desired screen layout of the stored information to be included in the broadcast-ready data stream by the broadcast customer of information to be included within its data stream.

Claim 9 (Currently Amended): The method of claim [[8]] 15, wherein said assigned transmitting further comprises transmitting the broadcast-ready data stream is transmitted to the broadcast customer upon [[the]] a command of that the broadcast customer.

Claim 10 (Currently Amended): The method of claim [[8]] 15, wherein said editing includes selection by the customer of defining further comprises integrating the desired subset of stored information with advertising material that is integrated with said selected information in the assigned data stream.

Claim 11 (Currently Amended): The method of claim [[8]] 15, wherein each broadcast-ready data stream is different from all other another broadcast-ready data streams stream.

Claim 12 (Currently Amended): The method of claim [[8]] 15, wherein said information [[is]] includes proprietary to the seller information.

Claim 13 (Currently Amended): The method of claim [[8]] 15, wherein ~~the customer broadcaster is allowed web site access only to its assigned data streams to the broadcast-ready data stream is limited to only the broadcast customer by use of a password.~~

Claim 14 (Currently Amended): The method of claim [[8]] 15, wherein said ~~formatting further comprises formatting the stored information is edited to produce a data stream in real time broadcast-ready data stream.~~

Claim 15 (New): A method for merchandising information to a broadcast customer, said method comprising:

storing the merchandising information in a database;  
receiving changed information;  
automatically updating the stored information based on the received changed information;  
defining a video layout including a desired subset of the stored information and a desired screen layout of the stored information;  
formatting a broadcast-ready data stream including the desired subset of stored information formatted according to the desired screen layout; and  
transmitting the broadcast-ready data stream from an Internet server to the broadcast customer.

Claim 16 (New): The method of claim 15, wherein the defining further comprises defining the format specification based on an interactive dialog stored on the Internet server.<sup>8</sup>

Claim 17 (New): The method of claim 15, wherein the defining further comprises defining a screen position in the video layout for the stored information.

Claim 18 (New): The method of claim 17, wherein the defining further comprises defining a second screen position in the video layout for the stored information.